

The Influence of Green Marketing on Purchase Intention with Green Brand Image as a Mediating Variable

Firanti Sabilla¹, Roslina²

¹Department of Management, University of Lampung

¹firantisabilla10@gmail.com, ²rosaline77b@gmail.com

Keyword	Abstract
Green Marketing, Green Brand Image, Purchase Intention, The Body Shop	Public awareness of environmental issues continues to increase, encouraging companies to implement sustainability-oriented marketing strategies. However, there is still a gap between the implementation of green marketing and the level of consumer understanding and interest in purchasing environmentally friendly products. This study aims to examine the influence of green marketing on purchase intention, with green brand image as a mediating variable, among The Body Shop consumers in Bandar Lampung. This study used a quantitative method with a causal design. A total of 180 respondents were selected through purposive sampling, then the data were analyzed using Partial Least Squares (PLS) with the help of SmartPLS software. The research findings show that green marketing has a positive and significant influence on both green brand image and purchase intention. Green brand image is also proven to have a positive influence on purchase intention and is able to mediate the relationship between green marketing and purchase intention. Overall, these results confirm that The Body Shop's environmentally conscious marketing efforts are able to build a strong green brand image, thereby increasing consumer trust and purchase intention.
Copyright © 2026 JMB, Jurnal Manajemen Bisnis is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License	

I. Introduction

Environmental awareness is a person's understanding of themselves and their environment, enabling them to act in accordance with prevailing values (Sutrisno, 2021). This awareness encompasses attention to issues such as pollution, waste, and the sustainability of natural resources (Sugiarto & Gabriella, 2020). Plastic waste is a global concern due to its increasing volume and difficulty in recycling (Sugiarto & Gabriella, 2020). This situation encourages consumers to be more mindful in selecting and using products to minimize their environmental impact (Sutrisno, 2021).

Consumers with high environmental awareness will pay attention to a product's raw materials, whether they are organic, biodegradable, or non-biodegradable (Chen & Deng, 2021). This information serves as the basis for them to avoid products that could potentially increase the burden of plastic waste (Chen & Deng, 2021). This awareness encourages the emergence of sustainable consumption behaviors in society (Sugiarto & Gabriella, 2020).

Consumers ultimately tend to choose products with environmentally friendly packaging or natural ingredients (Chen & Deng, 2021).

Consumer purchase intention for green products is formed from positive attitudes and beliefs that the product is beneficial for the environment (Jabeen et al., 2023). Green marketing strengthens the green brand image, thereby increasing consumer trust in the product (Jabeen et al., 2023). A strong green image convinces consumers that the brand is consistent with environmentally friendly practices (Jabeen et al., 2023). This ultimately increases consumer purchase intention for environmentally friendly products (Jabeen et al., 2023).

Green marketing is a business strategy that emphasizes environmentally friendly products and minimizes ecosystem impacts (Jabeen et al., 2023). Green marketing also aims to create goods and services that support environmental conservation (Juliantari et al., 2019). This strategy builds a positive image that the product is of good quality and contributes to sustainability (Juliantari et al., 2019). This image

then influences consumer perceptions, leading to a preference for environmentally friendly products (Jabeen et al., 2023).

The development of vegan body care products is increasing in Indonesia, including those from The Body Shop, Dove, Victoria's Secret, Natural Beauty, and Lovana (mashmoshem.co.id, 2025). The Top Brand Index 2022–2024 shows that The Body Shop is the market leader for eco-friendly products (topbrand-award.com, 2025). Victoria's Secret has experienced rapid growth since its launch in 2023 (topbrand-award.com, 2025). Meanwhile, Lovana and Natural Beauty recorded lower market shares compared to other international brands (topbrand-award.com, 2025).

The Body Shop is known for using natural, vegan ingredients and not testing on animals (thebodyshop.co.id, 2025). The brand's green image is built through environmental education campaigns and sustainable production practices (Salsabila & Nurafni Rubiyanti, 2022). The Body Shop also uses recycled materials and supports local farming communities in its production chain (Ekananda & Farida, 2024). This green marketing strategy attracts young consumers concerned with sustainability issues (Salsabila & Nurafni Rubiyanti, 2022).

The "Bring Back Our Bottles" program encourages consumers to return empty packaging for recycling by waste management partners (thebodyshop.co.id, 2025). While effective, this program has limitations as it is only available in select stores (femaledaily.com, 2025). This limited access creates a green marketing gap between sustainability claims and on-the-ground practices (Patsy et al., 2023). This can reduce the effectiveness of green marketing strategies and influence consumer purchase intentions (Leonidou & Skarmeas, 2015).

Based on the background and the researcher's observations, it was concluded that the activity implementation process still faces various administrative obstacles that affect work efficiency. This is evident in the persistence of procedures that are not yet optimally implemented, thus hampering coordination between related units. Furthermore, the ability of human resources in utilizing supporting technology is also not evenly distributed, thus impacting the quality of activity reporting. Based on the phenomena and situations described above, the author is interested in conducting

research on the effect of Green Marketing on purchase intention with Green Brand Image as a mediating variable (study at The Body Shop in Bandar Lampung).

II. Literature Review

Marketing Management

Marketing management is a strategic process for selecting target markets and creating superior customer value (Kotler & Keller, 2016). This process is not limited to sales activities but encompasses all activities that generate and exchange value. Marketers strive to understand consumer needs and communicate value that is relevant to them (Solomon, 2020). Thus, marketing management is a crucial foundation for building long-term relationships with customers.

Customer value is created when the benefits consumers receive exceed the costs they incur. Recent research shows that convenience, efficiency, and personalization contribute significantly to perceived value, particularly in online transactions (Blut et al., 2024). These factors increase customer satisfaction and strengthen repurchase intentions. Furthermore, perceived value also drives positive word of mouth.

Consumer Behavior

Consumer behavior examines how individuals and groups decide to purchase and use products to meet their needs (Kotler & Keller, 2016). These purchasing decisions are influenced by various internal and external factors. Cultural factors, such as social class and subculture, play a significant role in shaping consumption patterns (Kotler & Keller, 2009). Furthermore, the influence of social groups and the social environment also determine product preferences and choices.

Personal characteristics, such as age, occupation, lifestyle, and economic conditions, also shape consumer purchasing behavior (Kotler & Keller, 2009). Psychological factors such as motivation and perception also influence consumer decision-making. The decision-making process arises from a combination of internal drives and external marketing influences. Therefore, understanding consumer behavior is crucial for companies in determining effective marketing strategies.

Green Marketing

Green marketing refers to a marketing strategy that focuses on providing

environmentally friendly products to reduce negative impacts on the ecosystem (Jabeen et al., 2023). This strategy encompasses the development, production, promotion, and distribution of green products. According to the American Society for Environmental Protection (AMA), products that are durable, easily recycled, or made from environmentally friendly materials are key elements of this strategy. This approach emphasizes sustainability and corporate responsibility towards the environment.

Companies adopt green marketing for strategic, moral, regulatory, and competitive reasons (Kumar & Ghodeswar, 2015). Consumer awareness of environmental issues also reinforces the need for companies to implement green practices. These practices also help reduce operational costs through efficient use of energy and raw materials. Ultimately, green marketing provides a competitive advantage while enhancing a company's reputation.

Green Brand Image

Green brand image reflects consumer perceptions of a brand's commitment to sustainability and environmental stewardship (Majeed et al., 2022). Consumers evaluate brands based on their use of environmentally friendly materials, green production processes, and participation in environmental conservation. Positive perceptions are created when a company demonstrates consistent implementation of environmentally friendly practices. This image forms the basis of consumer trust in a brand's quality and responsibility.

Green brand image is important because it can increase consumer confidence and preference for green products (Nazilin et al., 2024). A company's demonstrated commitment through its environmental reputation and credibility strengthens this image (Chen & Chang, 2012). When consumers perceive a company's consistency in protecting the environment, they are more likely to choose its products. A positive green image also enhances a brand's competitiveness and market share.

Purchase Intention

Purchase intention is defined as a consumer's desire to purchase environmentally friendly products in the future (Jabeen et al., 2023). This desire stems from a positive perception of the benefits of green products for themselves and the environment. Consumers with strong purchase intentions consider the

sustainability of the production process and its ecological impact. Factors such as recycled packaging and environmental efficiency are key considerations in purchasing decisions.

Purchase intention is shaped by consumers' attitudes, interests, beliefs, and perceptions of eco-friendly brands (Ellitan, 2021). High environmental awareness and a strong green brand image encourage consumers to be more confident in purchasing the product (Nazilin & Furkan, 2024). Purchase intention is also considered a predictive indicator of actual purchasing behavior. The greater the perceived environmental benefits, the stronger the consumer's desire to purchase green products.

III. Method

This study employs a quantitative approach that emphasizes theory testing through measurable data using standardized research instruments, allowing the findings to be analyzed using statistical techniques. The objective of this study was to examine the influence of green marketing on purchase intention, with green brand image as a mediating variable among The Body Shop consumers in Bandar Lampung. The study population included residents of Bandar Lampung City who had experienced The Body Shop products at least once, although the exact number could not be determined. Eighteen indicators were used in this study, with a total sample size of 180 respondents.

Data analysis was conducted using descriptive statistics to provide an overview of the participants' responses using a Likert scale, frequency distribution, and average scores according to assessment categories (Sugiyono, 2018). Furthermore, the data was processed using Partial Least Squares (PLS), a variance-based SEM method that allows for testing the relationship between latent variables through indicators and is suitable for small sample sizes and simple analytical assumptions (Abdillah & Hartono, 2015). Model assessment is carried out through testing the outer model, inner model, validity and reliability, R-square value, path coefficient, and t-statistic test to determine the strength of the relationship between variables and the level of significance of the hypothesis (Hair et al., 2013).

IV. Results And Discussion

The results of this study are derived from questionnaires distributed to respondents during October. Respondents who completed the

questionnaire were those who met the established criteria: those aged 17 and above who were knowledgeable about The Body Shop products and had the intention to purchase The Body Shop products.

Table 1. Characteristics of Respondents by Age

Age	Frequency	Percentage (%)
17 – 25	113	62
26 – 34	31	17
35 – 43	20	11
44 – 52	11	6
>52	5	4
Total	180	100

Source: Primary Data/Questionnaire

The data in Table 4.1 shows that 62% of the 180 respondents who are interested in buying The Body Shop products are in the age range of 17–25 years. This means that the greatest buying interest comes from the young age group. Indriani

et al. (2019) explained that the younger generation has a higher level of environmental concern, so they are more interested in products that carry an environmentally friendly concept such as The Body Shop.

Table 2. Characteristics of Respondents by Gender

Gender	Frequency	Percentage (%)
Men	75	41
Women	105	59
Total	180	100

Source: Primary Data/Questionnaire

Table 2 shows that out of 180 respondents, 59% were female and 41% were male. Women are more likely because they are more interested in beauty and care products. Syauta & Hermawan

(2023) also explained that women tend to be more active in seeking information and reading reviews before buying, so the number of female respondents is higher.

Table 3. Characteristics of Respondents Based on Recent Education

Education	Frequency	Percentage (%)
High School/Vocational High School	53	25
Diploma (DI/DII/DIII)	33	18
Bachelor's Degree (S1)	86	47
Postgraduate Degree (S2/S3)	9	5
Total	180	100

Source: Primary Data/Questionnaire

Based on table 3, 47% of respondents who intend to buy products have a Bachelor's degree (S1). This shows that this group has better access to information and understands the contents of the questionnaire more easily. According to

Kumar Sanjeev (2021), S1 graduates tend to have higher digital literacy, are able to assess product information more critically, and are used to shopping through e-commerce. They are also more sensitive to prices, product variations, and user reviews.

Table 4. Characteristics of Respondents Based on Occupation

Jobs	Frequency	Percentage (%)
Students	55	31
Civil Servants	84	47
Entrepreneurs	12	7
Not Working	13	7
Others	16	9
Total	180	100

Source: Primary Data/Questionnaire

Based on table 4, most of the respondents came from civil servants, which is 47%. This shows that they have more stable economic conditions so that their purchasing power is stronger. Nopiah et al. (2025) stated that civil

servants tend to have higher purchasing intentions because their income is fixed and secure. In addition, regular working hours make them choose a practical and efficient way of shopping, according to their daily needs.

Table 5. Characteristics of Respondents Based on Monthly Expenses

Expenditure	Frequency	Percentage (%)
< Rp.1.000.000	33	18
Rp. 1.000.000 – Rp. 3.000.000	51	28
Rp. 3.000.000 – Rp. 5.000.000	55	31
>Rp. 5.000.000	41	23
Total	180	100

Source: Primary Data/Questionnaire

Table 5 shows that 31% of respondents have expenses of IDR 3,000,000–IDR 5,000,000. This means that most respondents can afford lifestyle products, including beauty products. Nandayani et al. (2019) stated that consumers with medium spending tend to have high purchase intentions because they have enough purchasing

power, want to improve their self-image, and feel comfortable shopping online.

This study uses the *Partial Least Squares (PLS)* analysis technique with the *Structural Equation Model (SEM)* method to test the validity and reliability of the respondents' answers.

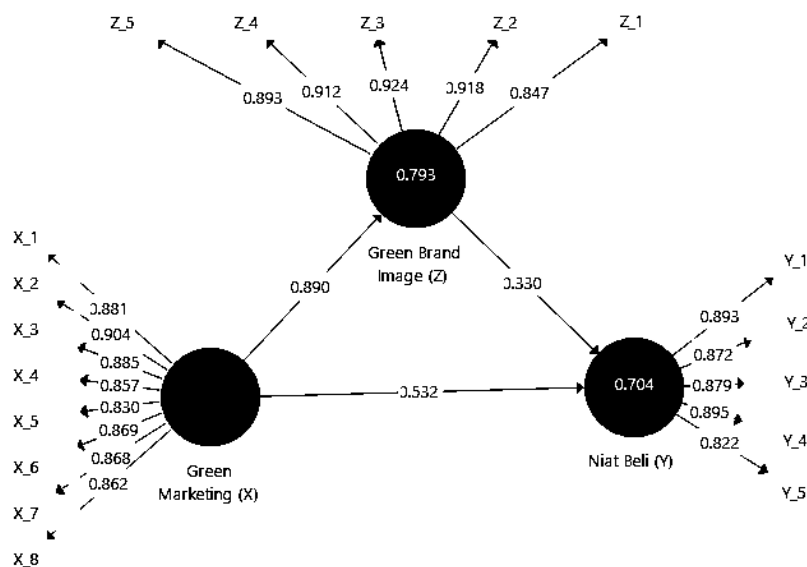


Figure 1. Measurement Test Results (Outer model)

Source: primary data obtained, SmartPLS (2025))

Figure 1 illustrates that Green Marketing is represented as the "X" variable, the Buy Intent as the "Y" variable, and the Green Brand Image as the "Z" variable. This research model was statistically feasible because all indicators met the criteria, namely the loading factor value above 0.7, composite reliability more than 0.7, and AVE exceeding 0.5 (Hair et al., 2017). At the measurement model stage, validity and reliability testing is carried out through convergent validity and discriminant validity analysis.

Hair (2014) explained that convergent validity is used to measure the extent to which indicators in one construct have a strong relationship with each other. This assessment is reviewed from the value of factor loading and AVE. The concept is declared valid if the AVE value reaches ≥ 0.50 (Abdullah, 2015), while the factor loading is considered feasible if it is at a value of ≥ 0.70 (Hair et al., 2016).

Table 6. Convergent Validity Green Marketing

Variable	Item	Factor Loading	AVE
Green Marketing (X)	1	0.881	0.809
	2	0.904	
	3	0.885	
	4	0.857	
	5	0.830	
	6	0.869	
	7	0.868	
	8	0.862	

Source: primary data processed, SmartPLS (2025)

Based on table 6. it shows that all statement items from green marketing have a loading factor value greater than > 0.70 and an

AVE value greater than > 0.50 , so that all of these statement items are declared valid and can be processed further.

Table 7. Convergent Validity Green Brand Image

Variable	Item	Factor Loading	AVE	Kesimpulan
Green Brand Image (Z)	1	0.847	0.756	Valid
	2	0.918		Valid
	3	0.924		Valid
	4	0.912		Valid
	5	0.893		Valid

Source: primary data processed, SmartPLS (2025)

Based on table 7, all statements in the green brand image variable have a loading factor value of more than 0.70 and AVE of more than 0.50.

Thus, each item is declared valid and suitable for use for the next stage of analysis.

Table 8. Convergent Validity of Buy Intent

Variable	Item	Factor Loading	AVE	Conclusion
Purchase Intent (Y)	1	0.893	0.762	Valid
	2	0.872		Valid
	3	0.879		Valid
	4	0.895		Valid
	5	0.822		Valid

Source: primary data processed, SmartPLS (2025)

Furthermore, table 8 shows that all items in the purchase intent variable also have a loading factor exceeding 0.70 and an AVE value above 0.50, so the entire indicator is valid and can be further processed.

According to Hair (2014), discriminant validity is used to ensure that two similar-looking constructs actually have clear differences. The

test can be carried out through three approaches, namely the Fornell-Larcker criterion, the outer loading value, and HTMT. This validity is analyzed using reflective indicators. In the Fornell-Larcker method, a model is considered qualified if the square root of the AVE of a variable is higher than its correlation with other variables (Fornell & Larcker, 1981).

Table 9. Fornell Larcker Criterion

Variable	Green Brand Image	Green Marketing	Purchase Intent
Green Brand Image	0.899		
Green Marketing	0.890	0.870	
Purchase Intent	0.803	0.825	0.873

Source: primary data processed, SmartPLS (2025)

Referring to table 9, the Fornell-Larcker values for the construct of green marketing, green brand image, and purchase intention have met the criteria of discriminant validity, because the square root of AVE in each variable is higher than its correlation with other constructs.

Hair (2017) explained that reliability aims to assess the consistency of respondents' answers

in a research instrument. A construct is declared reliable if Cronbach's Alpha value is in the range of 0.79–0.89 or at least exceeds 0.7. In addition, reliability can also be strengthened with a composite reliability value, and the construct is considered good if both Cronbach's Alpha and composite reliability values are above 0.7.

Table 10. Composite Reliability and Cronbach Alpha

Variable	Cronbach's Alpha	rho A	Composite reliability	Results
Green Brand Image	0.941	0.941	0.955	Reliabel
Green Marketing	0.954	0.955	0.961	Reliabel
Purchase Intent	0.921	0.922	0.941	Reliabel

Sumber: lampiran 4, 2025

Based on Table 10, all research variables had Cronbach's Alpha and composite reliability values that exceeded 0.7. This indicates that the instrument used is reliable and feasible to proceed to the next stage of testing.

Furthermore, according to Hair et al. (2017), the results of the hypothesis test showed that the t-statistic value in each pathway was greater than 1.96, and the p-value was below 0.05. The summary of the results of the statistical testing is presented in the next section.

Table 11. Hypothesis Testing Results

	Path coefficients	Original Sample (O)	T-statistic	P-value	Conclusion
H1	Green Marketing (X) → Purchase Intent (Y)	0.532	4.944	0.000	Supported
H2	Green Marketing (X) → Green Brand Image (Z)	0.890	36.811	0.000	Supported
H3	Green Brand Image (Z) → Purchase Intent (Y)	0.330	3.007	0.003	Supported
H4	Green Marketing (X) → Green Brand Image (Z) → Purchase Intent (Y)	0.294	2.958	0.003	Supported

Source: primary data processed, SmartPLS (2025)

Based on Table 11, it is known that all hypothesis testing shows that all variables and research hypotheses have a significant effect, so it can be concluded that they are fully supported. This can be seen from the *t*-statistic value greater than > 1.96 and the *p*-value smaller than < 0.05 .

According to Sobel (1982), testing the mediation hypothesis can be carried out with a

procedure developed and known as *the sobel test*. According to Sobel (1982), the mediation effect is said to be significant if *the Z-value is calculated (sobel test statistic) greater than > 1.96* for a significance level of 5% ($\alpha = 0.05$) and the *p-value* is less than < 0.05 .

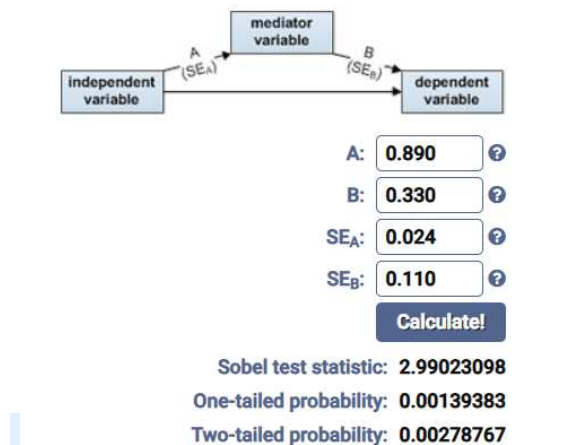


Figure 2. Sobel Test Results

Source: Sobel Calculator, 2025

Based on figure 2, a sobel test statistical value of 2.9902 was obtained which exceeded the critical limit of 1.96, and a *p*-value of 0.00278 which was below 0.05. Thus, it can be concluded that the mediation effect is statistically significant, so that green brand image is proven to be a mediator that strengthens the influence of green marketing on purchase intention.

R-square is used to see the extent to which independent variables are able to explain variations in dependent variables. The R-square value is in the range of 0 to 1 ($0 < R^2 < 1$), and the higher the R^2 value, the better the model's ability to explain the relationships between variables.

Table 12. R-square

Variable	R-square
Green Brand Image (Z)	0.792
Purchase Intent (Y)	0.701

Source: primary data processed, SmartPLS (2025)

Table 12 shows that the R-square value in the Green Brand Image variable is 0.792. This means that 79.2% of variations in green brand image can be explained by independent variables in the model, namely green marketing and purchase intention. These findings show that the model has a strong predictive ability against green brand image variables. Meanwhile, the R-square value for the purchase intent variable was recorded at 0.701, which means that 70.1% of the change in buying intent can be explained by the green marketing variable. Thus, the model is

considered to be able to adequately explain the behavior of buying intentions.

The Influence of Green Marketing on Purchase Intent

The results of the hypothesis test show that *green marketing* has a positive and significant effect on purchase intention. The better green marketing, the greater the consumer's intention to make a purchase. This is supported by the highest score statement contained in the statement that discusses the commitment to green marketing and eco-friendly product

packaging because consumers view a consistent commitment to protecting the environment including through the use of eco-friendly, minimal waste, and environmentally safe packaging as tangible proof that *The Body Shop* is truly implementing sustainability practices.

The findings of this study are strengthened by the results of other studies, such as a report in Sustainability (2022) which shows that the company's commitment to green marketing and the use of environmentally friendly packaging can increase consumer trust, form a positive perception of green products, and foster a sense that consumers contribute to protecting the environment. In addition, research by Juliantari et al. (2019) found that elements of green marketing—including environmentally friendly products, promotions, and distribution—have a significant effect on encouraging purchase intent, especially for consumers who have a high level of environmental concern. These findings are also consistent with research by Adnyani & Priantara (2024) which confirms that the sustainable implementation of green marketing strategies is able to strengthen brand image and increase consumer motivation to buy environmentally friendly products.

The Influence of Green Marketing on Green Brand Image

The results of the hypothesis test show that green marketing has a positive and significant influence on the green brand image of *The Body Shop* products. This is in line with the findings of the highest indicator score which confirms that consumers view *The Body Shop* as a brand that has a strong commitment to environmental protection and a positive reputation for maintaining sustainability. Various green marketing activities carried out such as the implementation of environmentally friendly practices, sustainability campaigns, and consistent informative communication provide concrete evidence of the company's concern for the environment. This positive perception strengthens consumers' confidence and trust in the brand, so that *The Body Shop*'s green image is even stronger.

Research support also comes from Jabeen et al. (2023) who stated that environmentally friendly practices carried out in a sustainable manner build the perception that companies have high integrity, ethical values, and social responsibility. Similar findings were also put

forward by Ananda & Pratiwi (2024), who explained that consistency in the application of sustainability values in all marketing activities helps strengthen the brand identity as an environmentally friendly product. This is in line with Majeed et al.'s (2022) research, where elements such as sustainability-oriented products, reputation, and distribution play a crucial role in shaping a green brand image.

A positive environmental image and reputation gives consumers confidence that buying *The Body Shop* products not only meets personal needs, but also supports environmental protection efforts. This trust and confidence ultimately increases the tendency of consumers to choose *The Body Shop* products over other brands that are considered less consistent in their environmental commitments.

In line with that, research by Juliantari et al. (2019) also suggests that companies with a strong commitment to green marketing tend to be more competitive than companies that pay less attention to environmental aspects. The better the company's green image, the greater the consumer's intention to buy environmentally friendly products.

The Influence of Green Brand Image on Purchase Intent

The results of the hypothesis test show that green brand image has a significant influence on consumers' purchase intention for *The Body Shop* products. These findings are supported by the highest indicator score that confirms that *The Body Shop*'s image as a brand that cares about environmental protection and has a good reputation in sustainability practices is able to build consumer confidence. A strong environmental image and reputation make consumers feel that buying *The Body Shop* products not only fulfills personal needs, but also is a form of contribution to environmental conservation efforts. This belief encourages the formation of positive preferences and increases consumer desire to choose *The Body Shop* products over other brands that are less focused on sustainability.

These findings are in line with the research of Juliantari et al. (2019) which confirms that companies with a strong commitment to green marketing have a competitive advantage over companies that ignore environmental aspects. Thus, the better the company's green image, the higher the consumer's intention to buy

environmentally friendly products. In addition, research by Nazilin et al. (2024) also shows that green brand image is able to increase consumer purchase intent through the formation of a perception of trust, belief, and positive value in the company. This is supported by Jabeen et al. (2023) who stated that green brand image is an important element in strengthening the relationship between green marketing practices and consumer purchase intentions for sustainable products.

Green Brand Image as a Mediator between Green Marketing and Purchase Intention

The results of the hypothesis test further show that green brand image significantly mediates the influence of green marketing on the purchase intention of The Body Shop products. These findings show that consumers consider that eco-marketing strategies—including the use of natural materials, recyclable packaging design, and consistency of environmental campaigns—have succeeded in forming a strong brand image as a brand that is committed to sustainability. The consistent implementation of green marketing is able to create positive perceptions and increase trust in the green brand image. Consumers view that The Body Shop products not only provide functional benefits, but also have high ethical and moral values. This perception makes consumers feel more confident, ecologically responsible, and proud when choosing the product. Thus, green brand image acts as a link that strengthens the influence of green marketing strategies on purchase intent.

These findings are consistent with the research of Lesmana et al. (2025) which explains that consumers who view a brand as ethical will feel moral pride when making a purchase, thus encouraging the emotional drive to choose brands that are considered responsible for the environment. In addition, Majeed et al. (2022) show that green brand image is able to increase the value perceived by consumers, both from functional and emotional aspects. Additional support comes from research by Jabeen et al. (2023) which proves that green marketing has a significant influence on building a green brand image, and green brand image directly increases consumer purchase intention. The study also confirms that green brand image plays a mediator in the relationship between green marketing and purchase intent.

V. Conclusion

The results of this study show that green marketing has a significant influence on the purchase intention and green brand image of The Body Shop products. The consistent implementation of green marketing strategies not only increases consumer interest in making purchases, but also strengthens positive perceptions of brands. A strong green brand image has proven to be able to encourage purchase intent because consumers see The Body Shop as a company that has a commitment to environmental conservation. In addition, green brand image acts as a mediating variable in the relationship between green marketing and purchase intent, where environmentally friendly marketing practices are able to form positive perceptions that ultimately increase consumer confidence and interest in buying products.

This research is expected to contribute both in terms of theory and practice. Theoretically, these findings add scientific insight into the relationship between green marketing and green brand image to consumer purchase intentions. From a practical perspective, the results of this research can be a reference for companies, especially The Body Shop, in formulating a more optimal green marketing strategy to strengthen brand image and increase consumer purchase intent. In addition, this research can also be used as a basis for future researchers who want to explore similar topics.

References

- Abdillah, W., & Hartono, J. (2015). *Partial Least Square (PLS)* (1st ed.). CV Andi Offset.
- Adnyani, N. P. M., & Prianthara, I. B. T. (2024). Purchase Intention Among Generation Z: Product Innovation, Green Marketing, Brand Awareness, And Brand Image. *Eduvest-Journal of Universal Studies*, 4(6), 4698–4713. <http://eduvest.greenvest.co.id>
- Blut, M., Chaney, D., Lunardo, R., Mencarelli, R., & Grewal, D. (2024). Customer Perceived Value: A Comprehensive Meta-analysis. *Journal of Service Research*, 27(4), 501–524. <https://doi.org/10.1177/10946705231222295>

- Chen, Y. S. (2010). The drivers of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust. *Journal of Business Ethics*, 93(2), 307–319. <https://doi.org/10.1007/s10551-009-0223-9>
- Chen, Y. S., & Chang, C. H. (2012). Enhance Green Purchase Intentions: The Roles of Green Perceived Value, Green Perceived Risk, and Green Trust. *Management Decision*, 50(3), 502–520. <https://doi.org/10.1108/00251741211216250>
- Ekananda, B., & Farida, A. (2024). Dampak Penggunaan Kemasan Guna Ulang Terhadap Pengurangan Sampah Kemasan Sekali Pakai (Studi Kasus Konsumen Layanan Alner di Jakarta). *Jurnal Rekayasa Hijau*, 8(1), 15–24. <https://doi.org/10.26760/jrh.v8i1.15-24>
- Ellitan, L. (2021). The Role of Green Marketing and Green Brand Image in Enhancing Purchase Intention. *International Journal of Trend in Scientific Research and Development (IJTSRD)*, 5, 1277–1282. <https://www.researchgate.net/publication/355357357>
- Hair, J. F. Jr., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2013). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (Satu). SAGE Publications.
- Hania Putri, G. W., & Haryanto, B. (2025). The Influence of Green Brand Image, Satisfaction, Trust, on Loyalty Moderated by Environmental Ethics on Green Products in Indonesia. *International Journal of Current Science Research and Review*, 08(01), 352–367. <https://doi.org/10.47191/ijcsrr/v8-i1-37>
- Hendra, Yanti, R., Nuvriasari, A., Harto, B., Puspitasari, K. A., Setiawan, Z., Susanto, D., Harsoyo, T. D., & Syarif, R. (2023). *GREEN MARKETING FOR BUSINESS*. PT Sonpedia Publishing Indonesia. <https://www.researchgate.net/publication/371724229>
- Indriani, I. A. D., Rahayu, M., & Hadiwidjojo, D. (2019). *International Journal of*
- Multicultural and Multireligious Understanding The Influence of Environmental Knowledge on Green Purchase Intention the Role of Attitude as Mediating Variable. *International Journal of Multicultural and Multireligious Understanding*, 6(2), 627–635.
- Jabeen, R., Khan, K. U., Zain, F., & Atlas, F. (2023). Buy Green Only: Interplay Between Green Marketing, Corporate Social Responsibility and Green Purchase Intention, the Mediating Role of Green Brand Image. *Business Strategy and Development*, 6(3), 503–518. <https://doi.org/10.1002/bsd.2.258>
- Juliantari, L. M. P., Yasa, P. N. S., & Indiani, N. L. P. (2019). The Effect of Green Marketing and Consumers' Attitudes on Brand Image and Consumers' Purchase Intention of Green Products in Denpasar. *Jurnal Ekonomi Dan Bisnis Jagaditha*, 6(1), 8–14. <https://doi.org/10.22225/jj.6.1.968.8-14>
- Kotler, P., & Armstrong, P. (2016). *Marketing An Introduction* (13th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2009). *Marketing Management* (13th ed.).
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). <http://www.pearsonmylabandmastering.com>
- Kumar Sanjeev. (2021). *Assessing Consumer Purchase Behavior in E-Commerce: A Survey-Based Analysis*. 9(4), 6222–6234. www.ijcrt.org
- Kumar, P., & Ghodeswar, B. M. (2015). Factors Affecting Consumers' Green Product Purchase Decisions. *Marketing Intelligence and Planning*, 33(3), 330–347. <https://doi.org/10.1108/MIP-03-2014-0068>
- Kumar, P., & Polonsky, M. J. (2017). An analysis of the green consumer domain within sustainability research: 1975 to 2014. *Australasian Marketing Journal*, 25(2), 85–96. <https://doi.org/10.1016/j.ausmj.2017.04.009>

- Lesmana, T., Zubaidi, A., & Yunanto, K. T. (2025). The role of moral responsibility in the relationship between mindfulness and mindful consumption in online consumers. <https://doi.org/10.1007/s44202-025-00512-7>
- Leonidou, C. N., & Skarmas, D. (2015). Gray Shades of Green: Causes and Consequences of Green Skepticism. *Journal of Business Ethics*, 144(2), 401–415. <https://doi.org/10.1007/s10551-015-2829-4>
- Luo, C. (2024). Research on the Impact of Environmental Responsibility on Consumers' Green Purchase Intention. *Frontiers in Business, Economics and Management*, 14(3), 31–35. <https://doi.org/10.54097/cx5pfd16>
- Monfort, A., López-Vázquez, B., & Sebastián-Morillas, A. (2025). Building trust in sustainable brands: Revisiting perceived value, satisfaction, customer service, and brand image. *Sustainable Technology and Entrepreneurship*, 4(3). <https://doi.org/10.1016/j.stae.2025.100105>
- Majeed, M. U., Aslam, S., Murtaza, S. A., Attila, S., & Molnár, E. (2022). Green Marketing Approaches and Their Impact on Green Purchase Intentions: Mediating Role of Green Brand Image and Consumer Beliefs towards the Environment. *Sustainability (Switzerland)*, 14(18). <https://doi.org/10.3390/su141811703>
- Nazilin, T. H., Sulhaini, & Furkan, L. M. (2024). The Influence Of Green Marketing And Green Advertising On Green Brand Image And Purchase Intention Of Electric Cars In Indonesia. *American Journal of Humanities and Social Sciences Research*, 08, 206–214. www.ajhssr.com
- Nandayani, N., Salim, R., & Manaf, P. A. (2019). Preparation of Papers – Factors Affecting Loyalty Through Online Shopping: the Case of Upper-Middle Class Customers in Jakarta. *Icccd*, 2(1), 80–89. <https://doi.org/10.33068/iccd.vol2.iss1.240>
- Nopiah, R., Barika, B., & Apriyanti, C. (2025). Online Shopping As Economic Digital Turnover: Household Determinant Analysis in Bengkulu Province. *Socio-Economic and Humanistic Aspects for Township and Industry*, 3(2), 253–264. <https://doi.org/10.59535/sehati.v3i2.477>
- Pangesta, F. (2024). Factors Influencing Green Purchase Intention of skincare Product: The Mediating Role of Green Brand Image. *International Journal of Economics, Business and Management Research*, 08(08), 350–365. <https://doi.org/10.51505/ijebmr.2024.8824>
- Patsy, E., Alfakihuddin, M. L. B., Butar, N. A., & Nethania, P. (2023). Corporate Action On Plastic Pollution (The Body Shop Case Study). *Jurnal Ekonomi*, 12, 1350–1355. <https://www.researchgate.net/publication/370591676>
- Salsabila, N., & Nurafni Rubiyanti, R. (2022). CITRA PRODUK THE BODY SHOP MELALUI STRATEGI 4P GREEN MARKETING. 6(3), 225–239.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business* (Seventh). Wiley Pulishes. www.wileypluslearningspace.com
- Solomon, M. R. (2020). *Consumer Behavior Buying, Having, and Being* (Thirteenth). Pearson Publishing. www.pearson.com/mylab/marketing
- Sugiarto, A., & Gabriella, D. A. (2020). KESADARAN DAN PERILAKU RAMAH LINGKUNGAN MAHASISWA DI KAMPUS. *Jurnal Ilmu Sosial Dan Humaniora*, 9(2), 260. <https://doi.org/10.23887/jish-undiksha.v9i2.21061>
- Sugiyono. (2018). *Metode Penelitian Kuantitatif Kualitatif Dan R&D*. Alfabeta.
- Suherman, A. A., & Puspaningrum, A. (2023). Pengaruh Green Marketing, Green Brand Image, dan Green Trust Terhadap Purchase Decision. *Jurnal Manajemen Pemasaran Dan Perilaku Konsumen*, 2(4), 1002–1012. <https://doi.org/10.21776/jmppk.2023.02.4.15>

Sutrisno. (2021). Sikap Dan Perilaku Konsumen Rumah Tangga Terhadap Produk Ramah Lingkungan. *Jurnal Pendidikan Ilmu Sosial*, 31(2), 120–133.

Syauta, K. S., & Hermawan, D. (2023). Do Online Customer Reviews Matter? A Study of Woman's Buying Interest in Beauty Products. *JBTI: Jurnal Bisnis: Teori Dan*

Implementasi, 14(2), 338–351.
<https://doi.org/10.18196/jbti.v14i2.19416>

Zahra, S. K., & Rohman, F. (2024). Pengaruh Green Marketing, Green Perceived Value, dan Green Brand Image Terhadap Purchase Intention. *Jurnal Manajemen Pemasaran Dan Perilaku Konsumen*, 03 No 1, 135–144.

